

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
March 12, 2009**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on March 12, 2009 at 8:00 a.m. at the Crowne Plaza LAX Hotel, Los Angeles.

21 individuals attended the meeting as follows:

- Grant Coonley, Hilton LAX
- Michael Payton, Crowne Plaza
- Steven Hall, LAX Marriott
- Michael Collins, LAWA
- Israel Mora, Courtyard by Marriott
- Glenn Sampert, Westin Hotel
- Larry Eisenberg, LACCD
- Kari Hughes, AMB Properties
- Mousse Ndiaye, Crowne Plaza
- Sarah Levine, La Quinta Inn & Suites
- Tavis Broom, La Quinta Inn & Suites
- Conrad Klingenstein, Jamison Services
- Charles Bassett, LRW Investments
- Michael Chase, Cushman & Wakefield
- Michael Washington, Sheraton Gateway
- Travis Thomas, LAT Investments
- Ed Pomponio, Destination Shuttle
- Marco Khorasani, VIP Tours of CA
- Noreen Chambers, The Gas Company
- Richard Moon, CPA
- Jim Kennedy, Councilman Rosendahl's office
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

1. WELCOME / INTRODUCTIONS

Grant Coonley welcomed the board members and guests.

2. PUBLIC COMMENTS

No comments from the public.

3. APPROVAL OF BOARD OF DIRECTORS MEETING MINUTES - January 8, 2009

Approved as presented

4. 2008 FINANCIAL REPORT

Richard Moon, CPA for Gateway to L.A., presented the 2008 Financial Report showing Revenues of \$1,133,901, Operation Expenses of \$1,057,780, and Net Assets of \$76,121. Copies of the Financial Statements were distributed to attendees and made available to interested stakeholders and others.

5. EXECUTIVE DIRECTOR'S REPORT

Ambassador Program

On January 11th & 12th several area hotels reported to the police that a male subject had not paid his food bill after dinning in their restaurants. On January 13th, the same subject assaulted an area hotel employee. The subject's description and photo's were distributed to all Gateway Ambassadors.

On January 13th Ambassador Trent Scott observed the subject walking La Cienega Blvd. The police were called and the subject was arrested for battery and defrauding an innkeeper.

The subject plead guilty to the charges. Included in his sentence, the subject must stay away from Century Blvd, not patronize any area hotels for a period of three years, and pay restitution to the hotels.

	Jan-09	Jan-08	Feb-09	Feb-08
Citizen Contacts	723	646	698	686
Panhandler Contact	104	107	90	116

Ocean Express

	Jan-09	Jan-08	Feb-09	Feb-08
Passengers	6015	5021	5124	4943

Passenger Totals by Year

2003	2004	2005	2006	2007	2008	2009
18,829	42,495	49,327	56,266	64,690	79501	8604
	+125%	+16%	+14%	+13%	+23%	+ 8% over Jan/ Feb-08

Secret Shopper comments

Trolley/ Diesel Cleaner Air conversion/Heat sensors have been installed on trolleys to determine which scrubbers will work best.

Trolley Audio/ trolley radio's have been up graded in preparation for installation of Audio Guide

Recycling & Green Certification

Meeting with LA Inc and Green Seal Certification, Jim Kennedy, Cerrell Associates, and Radisson / Sheraton. Plan to do inventory of members existing green programs, assess results and design a marketing program.

The Electronics Waste round-up took place on February 19th. SoCal Computer Recyclers collected ten palettes of electronic items.

LA Inc. Marketing effort

Held 2 meetings with Michael Krouse and LA Inc. team to design a marketing brochure for the Century Blvd. hotel market.

6. HOSPITALITY ENHANCEMENT ZONE UPDATE

Jim Kennedy gave a brief update on the various “benefits” included in the Living Wage Ordinance:

- Marketing Program – LA Inc. is designing a brochure to market the area
- \$50,000 for Marketing Materials – requested more clarification on how this money can be used
- Business Development – Mayor’s office is trying to include Gateway to L.A. as part of the Enterprise Zone which will allow possible reduction in business taxes for new business relocating from outside of L.A.
- Street Improvements - \$1 Million set of street improvements was considered to be the Century Blvd. Median Enhancement project which was completed in early 2008.
- Federal Stimulus Plan Funds: \$7.5 Million in stimulus funds have been requested for street and sidewalk improvements. Approval of project funds expected in May 2009, amount to be determined.
- Conference Center: Larry Eisenberg, LACCD, reported that the LACCD plans to move forward with the Conference Center / Training Center development on the existing site owned by LACCD; architectural firms of Leo A. Daly and HNTB have been asked to create some design concepts; Gateway hotels have been asked to submit conference facility specs.; LACCD and West Los Angeles College are reaching out to Gateway hotels to offer courses to prepare workers for the hospitality/tourism industry; and LACC hopes to break ground on the new campus by end of 2009.

7. NEW BUSINESS

- LAX Update – Michael Collins briefed members on downturn in travel and cargo statistics for LAX. Estimated passengers traveling through LAX in 2009 is <54 Million

Meeting adjourned.